WITH A BEAUTIFUL AESTHETIC THAT COMBINES WARM RUSTIC TONES, TEXTURE AND DARING PRINTS, THIS SEASON’S MOST POPULAR TRENDS ARE AT THE HEART OF GEORGE’S INSPIRATION FOR THE SS16 COLLECTION.

—

BRING YOUR WARDROBE TO LIFE WITH THE DESERT-INSPIRED PALETTE OF THE SAHARA COLLECTION FEATURING BURNT SIENNA, ORANGE AND BURGUNDY COLOURS. DELICATE CHEESECLOTH TUNICS, PRINTED PALAZZO PANTS AND WOVEN AZTEC PONCHOES COMBINE TO CREATE A SCORCHING LOOK TO REFRESH YOUR LOOK THIS SEASON.

—

INDIGO HUES AREN’T JUST FOR YOUR FAVOURITE JEANS ANYMORE, THIS RANGE CATERS FOR YOUR EVERYDAY NEEDS WITH A RANGE OF STYLISH CASUALWEAR IN A PALETTE OF INKY BLUES WITH A MIXTURE OF TRADITIONAL, GLOBAL AND TRIBAL INFLUENCES. MAKE A STATEMENT WITH LIGHTWEIGHT KNITWEAR IN VIGOROUS TEXTURES, WHILST SHIRTS AND DRESSES ARE FUSS-FREE AND MODISH, MIXED WITH ESSENTIAL DENIM PIECES INCLUDING SKINNY JEANS, SHIFT DRESSES AND LOOSE SHIRTS.

—

RUSTIC LUXE PRESENTS A GROWN-UP RANGE OF UNDERSTATE WORKWEAR IN OPULENT TONES, FEATURING A BEAUTIFUL BUTTERFLY PRINT ON FEMININE FLOATY TOPS AND DRESSES. DESIGN DETAILS ON SMARTER TAILORING INCLUDE SUBTLE EYELET DETAILS, EMBELLISHED POCKETS AND TROUSER SEAMS.

—

ADD FASHION’S FINISHING TOUCHES TO YOUR OUTFIT WITH STATEMENT JEWELLERY AND BAGS FROM GEORGE’S ACCESSORIES COLLECTION. CHOOSE FROM SIMPLER STYLES SUCH AS THE TWO-TEXTURED HANDBAGS IN NEUTRAL TONES AND DELICATE PENDANT NECKLACES, OR THE STATEMENT-SEEKERS INCLUDING A CHUNKY TASSELS AZTEC RUCKSACK, CUFF-STYLE BRACELETS OR STAND-OUT HATS TO HIT THE BEACH.

The collection combines laid back luxe with essential pieces emulating catwalk fresh trends without the price tag.
EMBROIDERED BLOUSE
£14

WIDE LEG PALAZZO TROUSERS
£14

Sahara
AZTEC COWL PONCHO
£18

PRINTED JERSEY LEGGINGS
£12

EMBROIDERED BLOUSE
£14
TASSEL DETAIL DRESS
£14
(01) OLIVE WONDERFIT
SKINNY JEANS
£20

(02) PRINTED
LONG-LINE TUNIC
£14

(03) CROCHET JUMPER
£14

(04) FAUX LEATHER
JACKET
£30

(05) LACE DETAIL TOP
£12

(06) TASSLE CARDIGAN
£18

(07) ZIP DETAIL TROUSERS
£12

(08) EMBROIDERED
BLOUSE
£12

(09) STONE WONDERFIT
SKINNY JEANS
£20

(10) PRINTED
LONG-LINE TUNIC
£14

(11) PRINTED TASSEL TANK
£8

(12) CROCHET MAXI
CARDIGAN
£18
Indigo Hues
TWELVE

PRINTED TUNIC DRESS
£16

GEORGE SPRING SUMMER 16

GEO KNITTED CARDIGAN
£20

BELTED SKINNY JEANS
£18

GEORGE SPRING SUMMER 16
FOURTEEN

---

STRIPE BLAZER
£18

---

BUTTON DOWN SHIRT
£12

---

WHITE WONDERFIT SKINNY JEANS
£20

---

Indigo Hues
- (01) Tie Front Jersey Top
  £12

- (02) Belted Skinny Jeans
  £18

- (03) Textured Stripe Jumper
  £14

- (04) Knitted Jacket
  £18

- (05) Graphic Detail Tshirt
  £8

- (06) Crepe Printed Blouse
  £14

- (07) Denim Long-Line Blazer
  £18

- (08) White Wonderfit Skinny Jeans
  £20

- (09) Stripe Jumper
  £20

- (10) Crochet Mesh Blouse
  £14

- (11) Embroidered Top
  £12

- (12) Crochet Detail Top
  £14
Rustic Luxe
TWENTY TWENTY ONE

(opposite)

BELTED SHIRT DRESS
£14

BUTTERFLY SLEEVELESS BLOUSE
£12

BLACK EYELET TROUSERS
£14

(this page)

Belted Shirt Dress
£14

Butterfly Sleeveless Blouse
£12

Black Eyelet Trousers
£14

Rustic Luxe

GEORGE SPRING SUMMER 16

Rustic Luxe
BUTTERFLY TEA DRESS
£14
(01) SLEEVELESS JACKET  £18
(02) SLEEVELESS PLEAT BLOUSE  £10
(03) ASYMMETRIC TUNIC  £14
(04) WIDE LEG PRINTED TROUSERS  £14
(05) SMART JERSEY TROUSERS  £14
(06) SMART PRINTED SKIRT  £14
(07) BUTTERFLY PRINT SHIRT  £14
(08) 3 IN 1 CARDIGAN SET  £18
(09) BUTTERFLY JERSEY TOP  £8
(10) EYELET SLEEVELESS BLAZER  £16
(11) TIE FRONT JERSEY TOP  £12
(12) EYELET JUMPER  £14
Lingerie

LACE PANEL BRA
£8

LACE PANEL KNICKER
£4
Lingerie

- (01) Lace Panel Bra / Knicker
  £10 / £4

- (02) Rose Print Bra / Knicker
  £8 / £4

- (03) Black and White Polka Dot Bra / Knicker
  £8 / £4

- (04) Embroidered Bra / Knicker
  £8 / £4

- (05) Ditsy Floral Bra / Knicker
  £8 / £4

- (06) Pleated Bra / Knicker
  £8 / £4

- (07) 2 Sizes Bigger Diamante Bra / Knicker / Suspender
  £8 / £4 / £4

- (08) Lace Bra / Knicker
  £8 / £4

- (09) Spotted Mesh Bra / Knicker
  £8 / £4
Nightwear

BLOSSOM LOUNGE
SHORTY SET
£10
(01) PEONY LOUNGE SHORTY SET £10
(02) BLOSSOM LOUNGE T-SHIRT £6
(03) PLAIN SATIN WRAP £10
(04) PEONY LOUNGE CHEMISE £8
(05) BLOSSOM LOUNGE CUFFED LEG £9
(06) ORIENTAL LOUNGE CHEMISE £8
(07) PEONY LOUNGE PJ SET £14
(08) ORIENTAL LOUNGE SHORTY SET £10
(09) ORIENTAL LOUNGE PJ SET £14
(10) PEONY LOUNGE WRAP £10
(11) BLOSSOM LOUNGE CHEMISE £8
(12) BLOSSOM LOUNGE WRAP £10
Accessories

AZTEC EMBROIDERED RUCKSACK
£14
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<tr>
<th>Item Description</th>
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<td>Tribal Bag</td>
<td>£8</td>
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<tr>
<td>Tear Drop Earrings</td>
<td>£4</td>
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<tr>
<td>Tribal Shopper</td>
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<td>Diamante Sunglasses</td>
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<td>Aviator Sunglasses</td>
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<td>White Grab Bag</td>
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<td>£6</td>
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<td>White Woven Hat</td>
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<td>Gold Detail Handbag</td>
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<td>Suede Fringe Tote</td>
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<td>Aztec Straw Hat</td>
<td>£8</td>
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<td>Suede Panel Bag</td>
<td>£16</td>
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<tr>
<td>Gem Drop Earrings</td>
<td>£4</td>
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<tr>
<td>Tassel Necklace</td>
<td>£6</td>
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**Swimwear**

- **01** Paisley Ruched One-piece £12
- **02** Striped Bikini Top / Bottoms £6 / £3
- **03** Ruched Bikini Top / Bottoms £8 / £5
- **04** Indigo Printed Maxi Dress £14
- **05** Paisley Bikini Top / Shorts £8 / £5
- **06** Navy Printed One-piece £12
- **07** Striped Tassel Kaftan £12
- **08** Striped One-piece £12
- **09** Frill Bikini Top / Bottoms £8 / £5
- **10** Striped One-piece £12
- **11** Printed Bikini Top / Shorts £8 / £5
- **12** Print Skirted One-piece £14
- **13** Indigo Printed Bikini Top / Bottoms £8 / £5
- **14** Embellished Paisley Kaftan £16
- **15** Striped Bikini Top / Bottoms £6 / £3
Footwear

(01) WOVEN WEDGE SANDAL
£16

(02) HEELED MULE
£18

(03) TAN PLATFORM SANDAL
£18

(04) SLING BACK HEEL
£16

(05) BLACK PLATFORM SANDAL
£18

(06) BOAT SHOE
£14

(07) GLADIATOR SANDAL
£16

(08) CHELSEA ANKLE BOOT
£20

(09) WESTERN ANKLE BOOT
£20

(10) BLOCK HEEL SANDAL
£14

(11) BLACK FRINGED SHOE BOOT
£20

(12) TAN FRINGED SHOE BOOT
£20
**Instore Dates**

*(page 01)*
- WOVEN VISOR
  - INSTORE APRIL
- EYELET CAMI
  - INSTORE MARCH

*(page 02)*
- EMBROIDERED BLOUSE
  - INSTORE MARCH
- WIDE LEG PALAZZO TROUSERS
  - INSTORE MARCH

*(page 03)*
- AZTEC COWL PONCHO
  - INSTORE DECEMBER
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  - INSTORE MARCH

*(page 04)*
- EMBROIDERED DENIM DRESS
  - INSTORE FEBRUARY
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  - INSTORE FEBRUARY

*(page 05)*
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  - INSTORE FEBRUARY
- INDIGO WONDERFIT SKINNY JEANS
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- BELTED SKINNY JEANS
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  - INSTORE MARCH
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  - INSTORE FEBRUARY
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  - INSTORE FEBRUARY

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  - INSTORE MARCH
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  - INSTORE JANUARY
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  - INSTORE FEBRUARY
- PRINTED TUNIC DRESS
  - INSTORE FEBRUARY
- BELTED SHIRT DRESS
  - INSTORE FEBRUARY

*(page 10)*
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  - INSTORE DECEMBER
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  - INSTORE MARCH
- WHITE WONDERFIT SKINNY JEANS
  - INSTORE FEBRUARY

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  - INSTORE FEBRUARY
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*(page 12)*
- EMBROIDERED BLOUSE
  - INSTORE MARCH
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  - INSTORE MARCH
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*(page 13)*
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- EMBROIDERED DENIM DRESS
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  - INSTORE FEBRUARY

*(page 15)*
- AZTEC COWL PONCHO
  - INSTORE DECEMBER
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- WHITE WONDERFIT SKINNY JEANS
  - INSTORE FEBRUARY
Instore Dates

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**BUTTERFLY TEA DRESS**  
INSTORE FEBRUARY

(page 27)  
**LACE PANEL BRA / KNICKER**  
INSTORE DECEMBER

(page 31)  
**BLOSSOM LOUNGE SHORTY SET**  
INSTORE JANUARY

(page 35)  
**AZTEC EMBROIDERED RUCKSACK**  
INSTORE APRIL

All prices and instore dates correct at time of print.

Contacts

FOR FURTHER INFORMATION, IMAGES AND SAMPLE REQUESTS PLEASE CONTACT LEE PUBLICITY:

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